

Message Text

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FM AMCONSUL CASABLANCA

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AMEMBASSY RABAT

AMEMBASSY TUNIS (BY POUCH)

USINT ALGIERS (BY POUCH)

UNCLAS CASABLANCA 0466

E.O. 11652: N/A

TAGS: BEXP, MO

SUBJ: OIM MARKET RESEARCH: TELECOMMUNICATIONS AND SCIENTIFIC EQUIPMENT

REF: A) STATE 050384; B) CASABLANCA 206; C) STATE A-891, 1/27/72; D) STATE A-1716, 2/11/72.

1. BEEGI SUBMITTED ON MAY 29 DRAFT OF COMPLETED MARKET SURVEYS COVERING SUBJECT EQUIPMENT FOR MOROCCO. SURVEYS HAVE BEEN PERFORMED IN ACCORDANCE WITH METHODOLOGY SET FORTH IN CONTRACT AS BASED UPON REF. C) AND D). IMPORT STATISTICS OBTAINED FROM GOM SOURCES AND IMPORT PROJECTIONS FOR 1976 CONTAINED IN SURVEY. ALSO, APPROPRIATE NUMBER OF INTERVIEWS HAD WITH GOVERNMENT AND PRIVATE INDUSTRY OFFICIALS TO ASSESS POTENTIAL OF EXPANDING U.S. SHARE OF MOROCCAN MARKET.

2. SALIENT RESULTS OF SURVEY FOR SALE OF SCIENTIFIC EQUIPMENT ARE:

A) IN 1973, MOROCCAN IMPORTS OF SUCH EQUIPMENT TOTALED DOLS. 4.8 MILLION AND PROJECTED TOTAL FOR 1976 AMOUNTS TO DOLS. 7.1 MILLION. U.S. EXPORT FOR COMPARABLE YEARS TOTAL DOLS. 300 THOUSAND AND GOOD PROSPECTS IT WILL REACH DOLS. 1 MILLION.

B) PRODUCTS WITH GREATEST POTENTIAL FOR INCREASE SALES (IN UNCLASSIFIED

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ORDER PRESENTED) ARE: ELECTRONIC AND PNEUMATIC INSTRUMENTS

FOR MEASURING, RECORDING AND CONTROLLING TEMPERATURE; AUTOMATED CONTROL AND REGULATOR VALVES; SPECTROPHOTOMETERS, POLARIMETERS, CHROMATOGRAPHS, REFRACTOMETERS AND SALINITY INDICATORS; OSCILLOSCOPES, WAVEFORM METERS AND ANALYSERS.

C) THE MAJOR PORTION OF THESE PRODUCTS WILL BE SOLD TO GOVERNMENT-OWNED INSTALLATIONS, E.E., PHOSPHATE AND CEMENT PLANTS, OIL, SUGAR AND EDIBLE OIL REFINERIES AND IRON AND STEEL PLANTS. CURRENT FIVE-YEAR PLAN CALLS FOR EXPANSION OF SOME OF THESE EXISTING PLANTS, AND CONSTRUCTION OF ADDITIONAL PLANTS.

D) PRINCIPAL COMPETING SOURCE COUNTRY FOR SUCH EQUIPMENT IS FRANCE WITH THE EXCEPTION OF CONTROL AND REGULATOR VALVE WHICH IS ITALY WHICH IS ITALY.

3. TELECOMMUNICATIONS EQUIPMENT

A) MOROCCAN IMPORTS THIS GROUP OF EQUIPMENT TOTALED DOLS. 23 MILLION IN 1973; OF WHICH DOLS. 500 THOUSAND REPRESENTED IMPORTS FROM THE U.S. ACCORDING TO THE MARKET SURVEY; IMPORTS BY 1976 WILL AMOUNT TO DOLS. 37 MILLION AND DOLS. 1E 1.3 MILLION WILL COME FROM THE U.S. IMPORTS OF RADIO AND TELEVISION EQUIPMENT CONSTITUTE 75% OF SUBJECT CATEGORY. SURVEY ALSO REVEALS THAT VALUE OF IN-COUNTRY MANUFACTURE/ASSEMBLY OF RADIO AND TELEVISION EQUIPMENT AND PARTS WILL GROW FROM DOLS. 2.3 MILLION TO DOLS. 10 MILLION AND AS PREVIOUSLY REPORTED; GOM DESIRES ESTABLISHMENT OF US/MOROCCAN JOINT VENTURES IN THIS SECTOR.

B) ASIDE FROM MANUFACTURE/ASSEMBLY OF RADIO AND TELEVISION EQUIPMENT AND PARTS IN MOROCCO BY US MANUFACTURERS TO TAKE ADVANTAGE OF GROWING MARKET, MOROCCAN IMPORT REQUIREMENTS OF MICROWAVE COMMUNICATIONS EQUIPMENT OFFERS NEXT BEST PROSPECT FOR US EXPORTS. SURVEY INDICATES THAT IMPORTS OF THIS TYPE OF EQUIPMENT WILL INCREASE BY DOLS. 4 MILLION WITHIN 3 YEARS.

C) END USERS: AS OF DECEMBER 1973 THERE WERE 327,000 SETS IN USE; AND IT IS ESTIMATED THAT 50,000 SETS WILL BE PURCHASED ANNUALLY FOR THE NEXT 2/3 YEARS. AS REGARDS TO MICROWAVE EQUIPMENT, PRINCIPAL BUYERS ARE MINISTRY OF POST, TELEGRAPH AND TELEPHONE, RADIO, TELEVISION MAROCAINE AND THE CIVIL AVIATION AUTHORITY.

D) PRINCIPAL COMPETING SOURCE COUNTRY FOR THIS CATEGORY UNCLASSIFIED

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OF PRODUCTS ARE FRANCE, GERMANY AND ITALY. OF LATE, JAPANESE MANUFACTURERS ARE PUSHING HARD TO OBTAIN A SHARE OF THE MARKET.

4. ACCORDING TO INTERVIEWS WITH GOVERNMENT AND PRIVATE INDUSTRY OFFICIALS THERE IS A DESIRE FOR U.S. MANUFACTURED SCIENTIFIC AND TELECOMMUNICATION EQUIPMENT, AND TECHNICAL KNOW-HOW. HOWEVER, IN ORDER FOR US MANUFACTURERS TO OBTAIN

A LARGER SHARE OF THE MOROCCAN MARKET THEY MUST PRINT SALES BROCHURES IN FRENCH, APPOINT A LOCAL REP AND TRAIN HIM SO THAT HE HAS COMPLETE KNOWLEDGE AS TO THE CAPABILITY OF THE PRODUCT AND CAN PERFORM AFTER SALES SERVICE.

5. ACTION REQUESTED: FOR TUNIS, ATTN: JOHN CURRY.
PLEASE REMIT CHECK FOR 1484.40 DINARS REPRESENTING 600/O
MID-TERM PAYMENT OF TOTAL CONTRACT IN NAME OF BUREAU
D'ETUDES ECONOMIQUES, GEOPHYSIQUES ET INDUSTRIELLES (BEEGI).
BUDGET AUTHORIZATION 13X1802, CODE K/836/1161-03/12-01.
SEND CHECK VIA INTERNATIONAL MAIL TO AMCONGEN, CASABLANCA,
ATTN: MARK COLBY.

6. FOR ALGIERS MR. R. BENJELLOUN, ADMINISTRATEUR, BEEGI
ADVISES HE WILL VISIT ALGIERS WITHIN 7-10 DAYS TO COMMENCE
ALGERIAN PORTION OF MARKET SURVEY.
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